

A METHOD, SYSTEM, AND STORAGE MEDIUM FOR PROVIDING
ADAPTIVE PROGRAMMING LISTINGS OVER A NETWORK

ABSTRACT

[0036] Embodiments relate to a method, system, and storage medium for providing adaptive programming listings over a network. The method includes gathering available programming data from a server, storing the programming data in a database, and gathering program recommendation guides from third parties and storing the program recommendation guides in a recommendation guide database. The method also includes presenting a user interface to a customer entity along with the program recommendation guides, receiving at least one selection from the program recommendation guides, and storing the selection in a customer preference database.